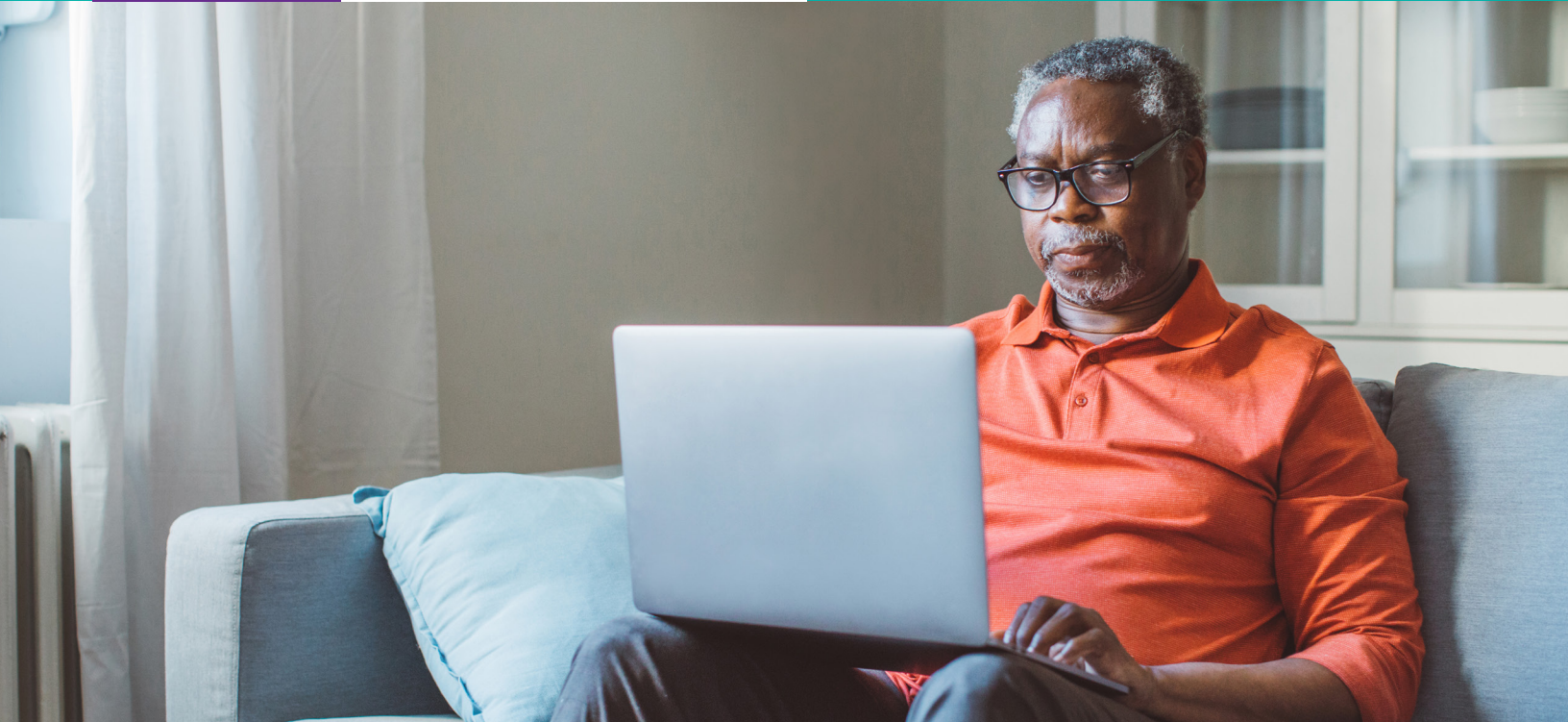


Health Literacy: How well can older adults find, understand, and use health information?



October 2024

www.healthyagingpoll.org



Q1. How easy is it for you to find accurate health information on the internet?

1. Very easy
2. Somewhat easy
3. Not easy
4. N/A – I do not look for health information on the internet

Q2. In the past year, about how many times did you get medical care from a health care provider (in person or virtually)?

1. 0
2. 1 to 2
3. 3 to 4
4. 5 or more

Q3. How confident are you with being able to identify health / medical misinformation when you see it?

1. Confident
2. Somewhat confident
3. Not too confident
4. Not at all confident

Q4. How confident are you filling out medical forms by yourself?

1. Extremely
2. Quite a bit
3. Somewhat
4. A little bit
5. Not at all



Q5. How confident are you that you know or can find information about your out-of-pocket costs before having the following?

	Confident	Somewhat confident	Not too confident	Not at all confident
An office visit with a health care provider				
A medical procedure				
A new prescription medication				

Q6. How much do you agree or disagree with the following statements?

	Completely agree	Somewhat agree	Somewhat disagree	Completely disagree	N/A
Written information from my health care providers is easy for me to understand.					
Verbal information from my health care providers is easy for me to understand.					
The label attached to my prescription bottle is easy for me to understand.					
I understand the information that comes with my prescription medications.					

Q7. In the past year, have you sought or received health information from any of the following people? Select all that apply.

1. Health care provider
2. Pharmacist
3. Family member / friend without a medical background
4. Family member / friend with a medical background
5. None of the above



If Q7 = 1, 2, 3, or 4

Q8. How trustworthy do you find health information from these sources?

	Very	Somewhat	Not very	Not at all
[If Q7 = 1] Health care provider				
[If Q7 = 2] Pharmacist				
[If Q7 = 3] Family member / friend without a medical background				
[If Q7 = 4] Family member / friend with a medical background				

Q9. In the past year, have you sought health information from any of the following websites?

Select all that apply.

1. Non-profit organizations (like American Heart Associations, American Cancer Society, etc.)
2. Online support groups, forums or blogs
3. Federal government (like CDC, NIH, Medicare)
4. Universities / medical school sites (like Harvard, University of Michigan, etc.)
5. Health / health condition-focused sites (like WebMD, healthline.com, etc.)
6. Health care systems sites (like Mayo Clinic, Kaiser Permanente, Cleveland Clinic, etc.)
7. [If state = MI] Michigan Department of Health & Human Services (MDHHS)
8. Other websites
9. None of the above



If Q9 = 1–7

Q10. How trustworthy do you find health information from these websites?

	Very	Somewhat	Not very	Not at all
[If Q9 = 1] Non-profit organizations (like American Heart Associations, American Cancer Society, etc.)				
[If Q9 = 2] Online support groups, forums or blogs				
[If Q9 = 3] Federal government (like CDC, NIH, Medicare)				
[If Q9 = 4] Universities / medical school sites (like Harvard, University of Michigan, etc.)				
[If Q9 = 5] Health / health condition-focused sites (like WebMD, healthline.com, etc.)				
[If Q9 = 6] Health care systems sites (like Mayo Clinic, Kaiser Permanente, Cleveland Clinic, etc.)				
[If Q9 = 7 and state = MI] Michigan Department of Health & Human Services (MDHHS)				

Q11. In the past year, have you sought health information from any of the following sources?

Select all that apply.

1. Social media (Facebook, Twitter or X, etc.)
2. Community organizations such as a senior center, church, etc.
3. Health insurance company
4. Your hospital
5. None of the above

Q12. How trustworthy do you find health information from these sources?

	Very	Somewhat	Not very	Not at all
[If Q11 = 1] Social media (Facebook, Twitter or X, etc.)				
[If Q11 = 2] Community organizations such as a senior center, church, etc.				
[If Q11 = 3] Your health insurance company				
[If Q11 = 4] Your hospital				

Q13. How much would you trust health information generated by Artificial Intelligence (AI)?

1. Very
2. Somewhat
3. Not very much
4. Not at all

Data Source and Methods

This National Poll on Healthy Aging report presents findings from a national household survey conducted exclusively by NORC at the University of Chicago for the University of Michigan’s Institute for Healthcare Policy and Innovation. This survey module was administered online and by phone from February 22nd–March 12th, 2024 to a randomly selected, stratified group of U.S. adults age 50–101 (n=3,379), with an oversample of non-Hispanic Black and Hispanic populations. The survey completion rate was 44% among probability-panel members invited to participate. The margin of error is +/-1 to 4 percentage points for questions asked of the full sample and higher among subgroups.

The sample for the Michigan Poll on Healthy Aging included Michigan respondents ages 50-94 (n=1,079); 367 from the AmeriSpeak probability-based panel, and 712 from non-probability panels. The survey completion rate was 40% among probability-based panel members in Michigan that were invited to participate. The margin of error is +/-3 to 10 percentage points for questions asked of the full Michigan sample and higher among subgroups.

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